



News From

Maggie Brooks

Monroe County Executive

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BROOKS ANNOUNCES GRAND OPENING OF NEW AIRPORT FOOD CONCESSIONS

National Franchises Mrs. Fields, Pretzel Maker, and TCBY Open Doors at GRIA

Monroe County Executive **Maggie Brooks** today announced the opening of a significant new concession at the Greater Rochester International Airport (GRIA). The new vendor co-locates three national franchise concepts: Mrs. Fields Cookies, Pretzel Maker, and TCBY Yogurt.

*“Monroe County is proud to welcome the Mrs. Fields Cookies, Pretzel Maker, and TCBY Yogurt franchises to the Airport’s concessions, which already boast great selection and world-class amenities,” said **Brooks**. “The Airport has long been one of Monroe County’s most powerful tools to create jobs and promote local economic development. We are confident that this addition will further enhance visitor experience and sharpen our Airport’s edge in today’s global economy.”*

The new concession is located in the Public Airfield Viewing Area at the upper west end of the terminal. Situated prior to the security checkpoint and adjacent to windows that overlook the main runway, the vendor offers travelers an ideal place to enjoy a snack while watching aircraft arrive and depart from the Airport. Additionally, because it is located outside of the secure area, the new store is easily accessible to non-traveling visitors as well as traditional airport patrons.

The three co-located franchises serve a variety of fresh baked products made on the premises, including pretzels, pretzel dogs, cookies, and brownies. The vendor also houses Monroe County’s only TCBY location. TCBY serves 98% fat-free soft-serve yogurt, in addition to parfaits, shivers, and shakes. TCBY’s yogurt products contain probiotics that are believed to boost the immune system and improve digestion.

*“We’re very excited to be a part of the Airport” said **Jui Trivedi**, the franchisee of the newly opened triple brand location. “We look forward to serving the travelers, visitors, and employees of the Greater Rochester International Airport.”*

As part of the grand opening, the store will be offering a free cup of yogurt to each visitor on Thursday, June 3rd between the hours of 10 a.m. and 5 p.m.

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